

You've Published, Now What?

Tools and Techniques for Promoting Research

Dr. Lauren Cadwallader & Claire Sewell

Office of Scholarly Communication
Cambridge University Library

You will get all the slides
– no need to write
everything down

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Google Doc (with links):

<http://bit.ly/PublishedNowWhatDoc>



Benefits of promoting research

How to find out about new research

Sharing research on social media

Innovative ways of sharing research

Benefits of open research



This is one
researcher's workflow
for promoting their
work post
publication



V

Things to do when a paper comes out: a checklist

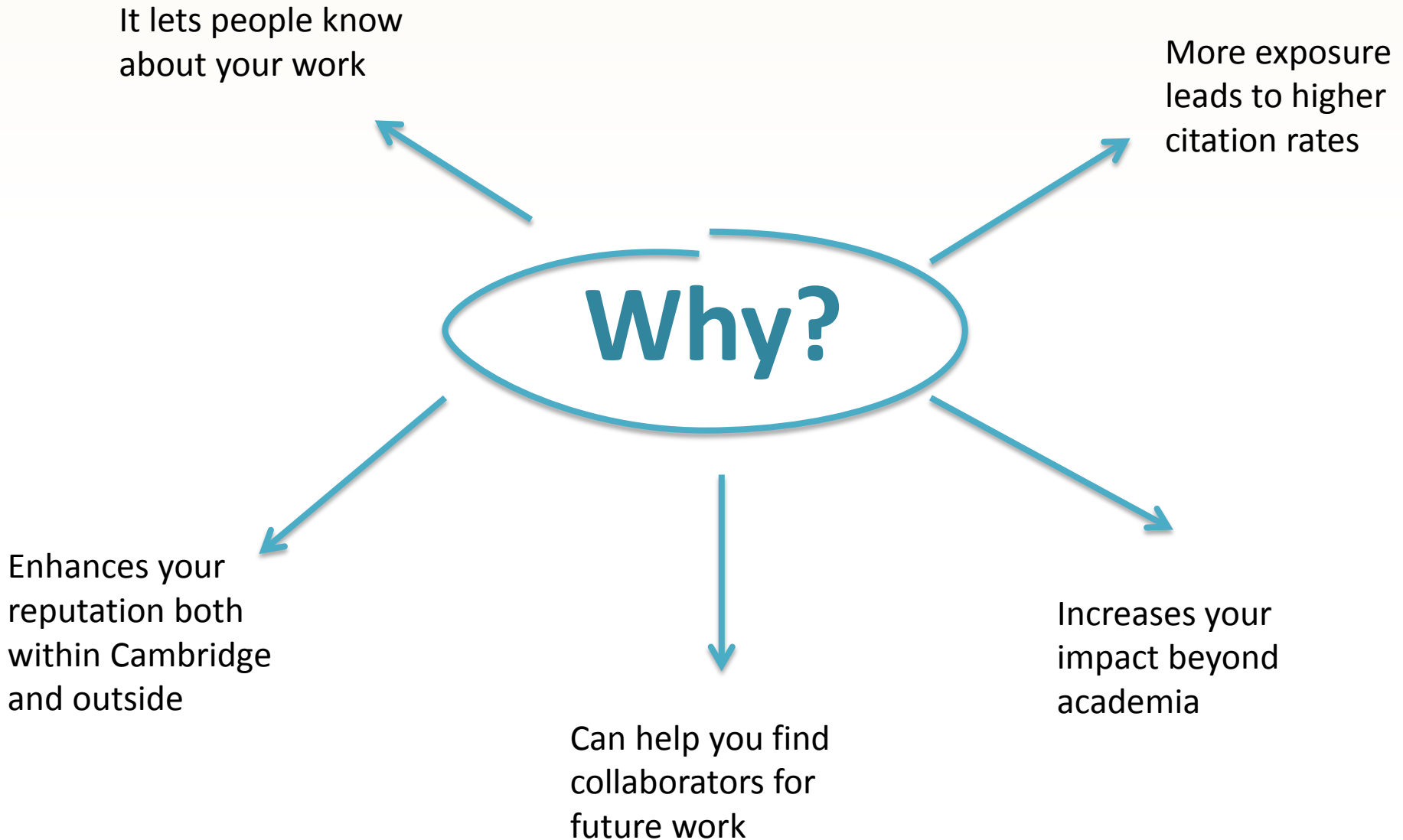
June 4, 2015

I found myself needing a checklist so that I could make sure I'd updated all the various web-pages that needed tweaking after the *Haestasaurus* paper came out. Then I thought others might find it useful for when they have new papers. So here it is.

- Write a blog-post on SV-POW!
- Create a new page about paper in the SV-POW! sidebar.
- Add the full-resolution figures to the sidebar page.
- Update my online publications list.
- Update my University of Bristol IR page.
- Update my ORCID page.
- Update my LinkedIn page.
- Mendeley, if you do it (I don't).
- ResearchGate, if you do it (I don't).
- Academia.edu, if you do it (I don't).
- Keep an eye on the new taxon's Wikipedia page (once it exists).
- Add the paper to the Paleobiology Database (or ask someone to do it for you if you're not authorised). [Credit: Jon Tennant]
- Tweet about it! [Credit: Matt Hodgkinson]
- Update Google Scholar, if it doesn't pick up on the publication on its own.
- Christopher Taylor [Credit: Andy Farke]
- ...that hosts the material [Credit: Andy Farke]
- ...[Credit: Andy Farke]
- ...if applical

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Alert services

- Citation alerts

- Social media alerts

University websites and publications

Conferences

Symplectic

Altmetric.com

Talking to people!



Use an
advanced
system
search to
find
publications
for your
department

The search returned **141** results. [Save this search.](#)

Results per page 25 1–25 of 141

Assessment of the southern dispersal: GIS-based analyses of potential routes at oxygen isotopic stage [doi>](#)

Publication: Journal article **Unverified**

[Mirazon Lahr](#) [Mirazon Lahr](#)

Field JS, Lahr MM
J WORLD PREHIST **19**(1):1-45 Mar 2005 [DOI](#)
Citations: 15 (Web of Science); 57 (Scopus); 39 (Web of Science (Lite))

Carbon isotope signatures from land snail shells: Implications for palaeovegetation reconstruction in the eastern Mediterranean [doi>](#)

Publication: Journal article **Unverified**

[Graeme Barker](#), [Tamsin O'Connell](#)

Prendergast AL, Stevens RE, Hill EA, Hunt C, O'Connell TC, Barker GW

Abstract

Quaternary International **432**:48-57 08 Mar 2017 [DOI](#)
Citations: 0 (Scopus)

The chronostratigraphy of the Haua Fteah cave (Cyrenaica, northeast Libya) - Optical dating of early human occupation during Marine Isotope Stages 4, 5 and 6. [doi>](#)

Publication: Journal article

[Graeme Barker](#), [Sacha Jones](#) (pending)

Jacobs Z, Li B, Farr L, Hill E, Hunt C, Jones S, Rabett R, Reynolds T, Roberts RG, Simpson D, [et al.](#)

Abstract

J Hum Evol **105**:69-88 Apr 2017 [Author URL](#) [DOI](#)
Citations: 0 (Scopus); 0 (Europe PubMed Central)

Reconstructing the origin and spread of horse domestication in the Eurasian steppe. [doi>](#)

Publication: Journal article **Unverified**

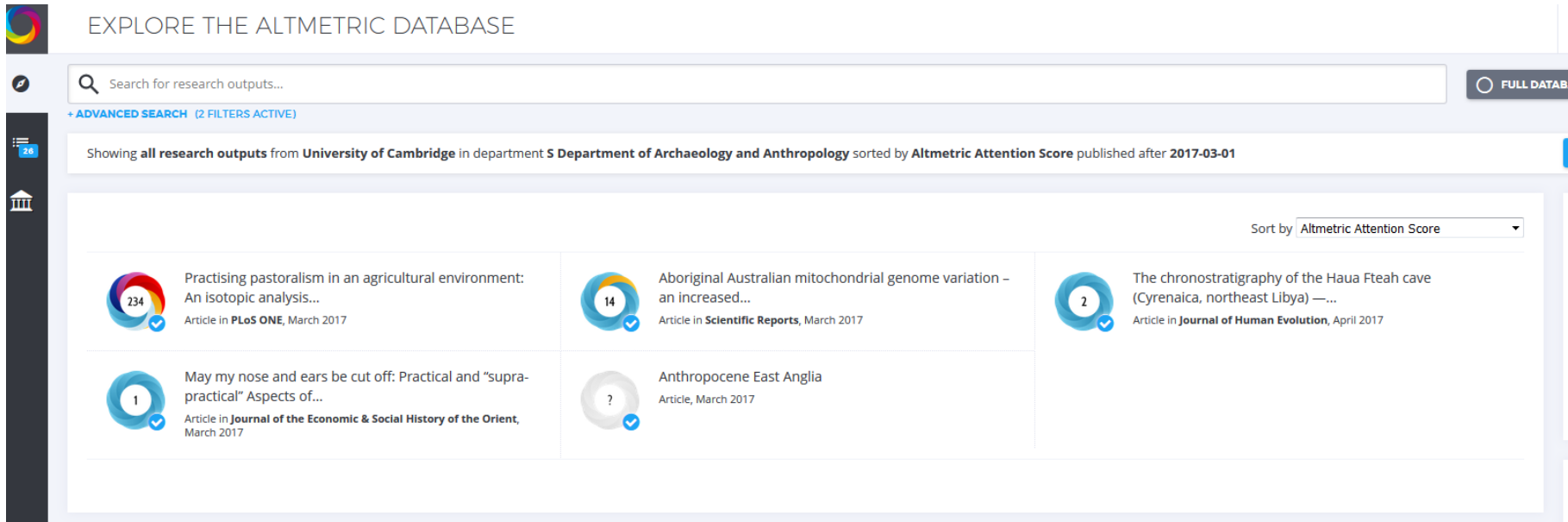
[Graeme Barker](#), [Anders Eriksson](#), [Shuai Li](#) (pending), [Andrea Manica](#)

Warmuth V, Eriksson A, Bower MA, Barker G, Barrett E, Hanks BK, Li S, Lomtashvili D, Ochir-Goryaeva M, Sizonov GV, [et al.](#)

Abstract

↶ (menu>explore>system search)

Set the search options to pick your department,
the timeframe and the type of output you are
interested in








EXPLORE THE ALTMETRIC DATABASE

Search for research outputs...

+ ADVANCED SEARCH (2 FILTERS ACTIVE)

Showing all research outputs from University of Cambridge in department **S Department of Archaeology and Anthropology** sorted by **Altmetric Attention Score** published after **2017-03-01**

Sort by: Altmetric Attention Score

 Practising pastoralism in an agricultural environment: An isotopic analysis... Article in PLoS ONE , March 2017	 Aboriginal Australian mitochondrial genome variation – an increased... Article in Scientific Reports , March 2017	 The chronostratigraphy of the Haua Fteah cave (Cyrenaica, northeast Libya) —... Article in Journal of Human Evolution , April 2017
 May my nose and ears be cut off: Practical and “supra- practical” Aspects of... Article in Journal of the Economic & Social History of the Orient , March 2017	 Anthropocene East Anglia Article, March 2017	







Cambridge profiles

- Symplectic
- VIVO



Online CVs

- LinkedIn
- Personal websites



Resource sharing sites

- YouTube
- SlideShare



Researcher ID services

- ORCID
- ResearcherID



Profile services

- Google Scholar
- About Me



Blogging

- Wordpress
- Tumblr



Collaboration sites

- Citeulike
- Mendeley



Social networking sites

- Twitter
- Google+



Scheduling services

Link shortening

Templates

Dedicated groups



ACADEMIA

Google
scholar



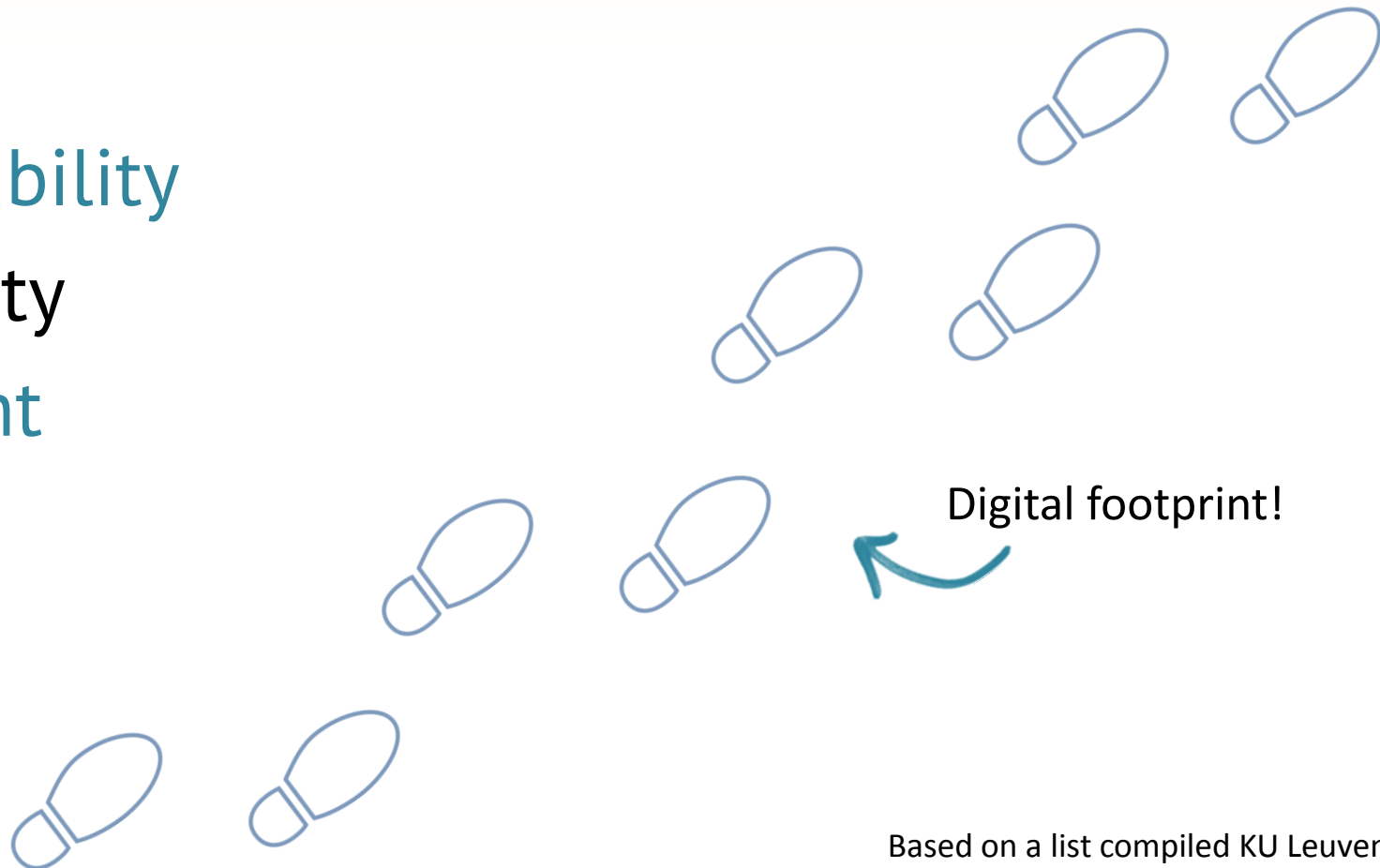
When using social media consider the following:

Sustainability

Credibility

Copyright

Spam



Open Researcher and Contributor ID

Your lifelong digital name



A unique number that belongs
to you and moves with you
through your career



Lauren Cadwallader**ORCID ID** orcid.org/0000-0002-7571-3502

Your unique ID

▼ Employment (1)

↑↓ Sort

Cambridge University Library: Cambridge, Cambridgeshire, United Kingdom

2014-08 to present (Office of Scholarly Communication)

Open Access Research Advisor

Source: Lauren Cadwallader

Created: 2016-09-22

▼ Works (6)

↑↓ Sort

Dating the Dead: New Radiocarbon Dates from the Lower Ica Valley, South Coast Peru

azu_js_rc

2015-10 | journal-article

DOI: [10.2458/azu_rc.57.18343](https://doi.org/10.2458/azu_rc.57.18343)

Source: CrossRef Metadata Search

 Preferred source

Re-evaluating the resource potential of lomas fog oasis environments for Preceramic hunter-gatherers under past ENSO modes on the south coast of Peru

Quaternary Science Reviews

2015 | journal-article

DOI: [10.1016/j.quascirev.2015.10.025](https://doi.org/10.1016/j.quascirev.2015.10.025)

Source: CrossRef Metadata Search


 Preferred source

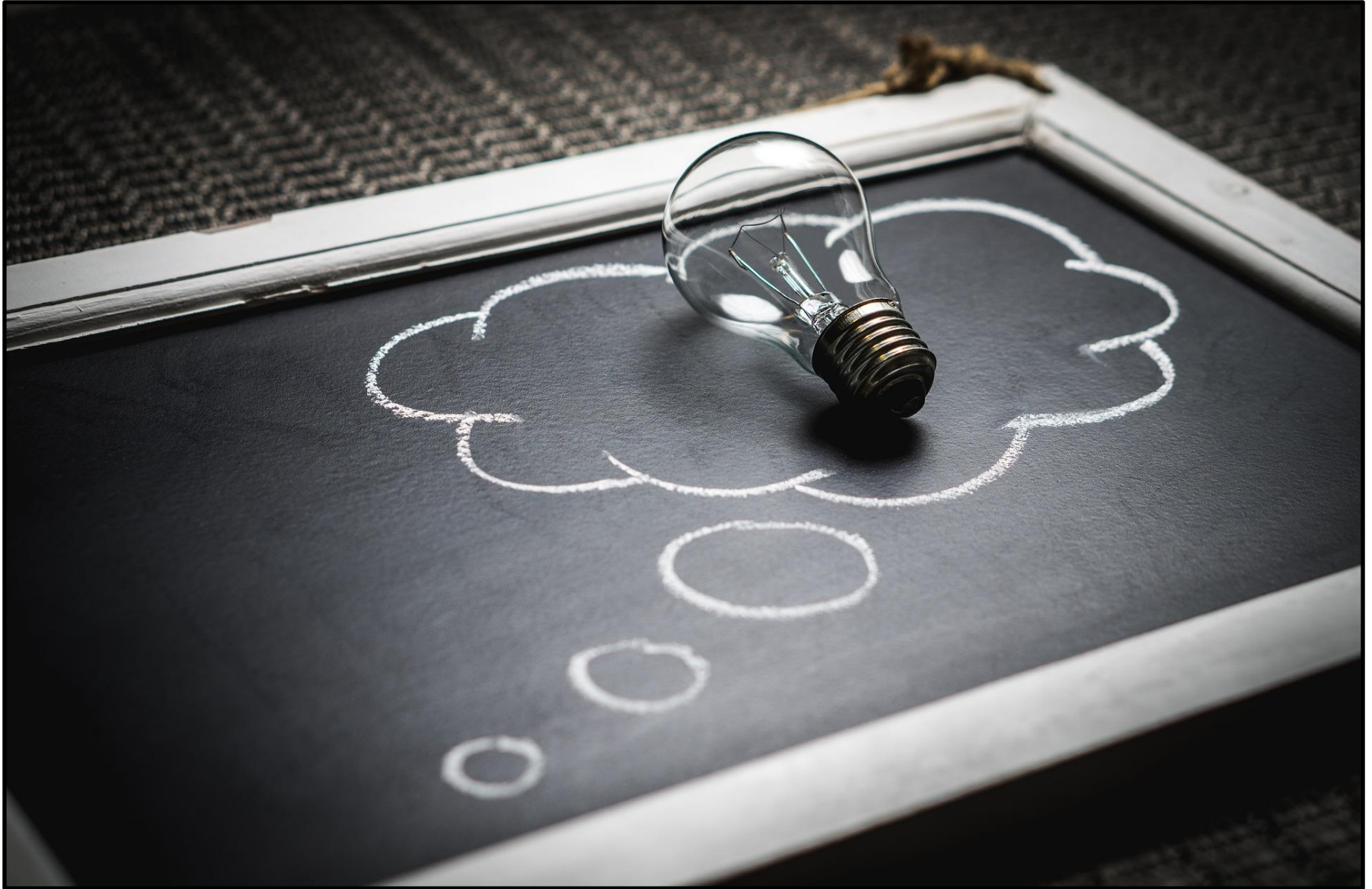
Coastal but not littoral: marine resources in Nasca diet

Ñawpa Pacha

2014-06 | journal-article

Links to your research
(all in one place)





Keep it simple!

SEO (Search Engine Optimisation)

Use keywords in your title and abstract

Include a link to your work in your email
signature



Talk to people!

Buy them a cup of coffee
Present at a conference

Share it with journalists and the media

Platforms between academia and the
mainstream media

The Conversation

Make your work more accessible

Kudos

Blog

About both the process and the results

Share your work before publication





Infographics

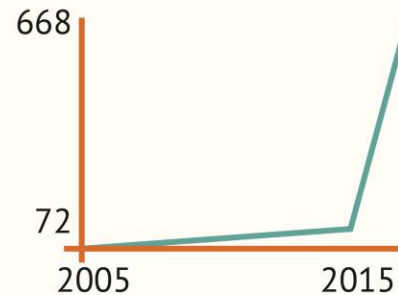
Videos/images

Cartoon abstracts

Dance your PhD
thesis competition

Research Data sharing at Cambridge

44,050

visits to www.data.cam.ac.uk

10×

as many datasets in the University Repository since the launch of the Research Data Service.

 79

We've held 79 information sessions about data-sharing.

183

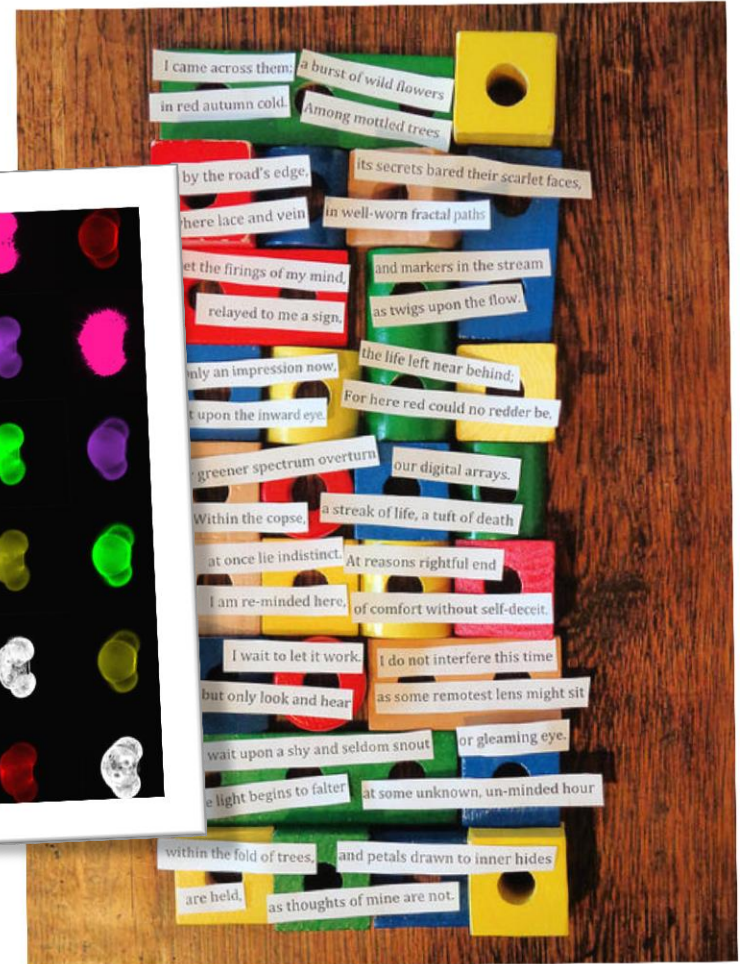
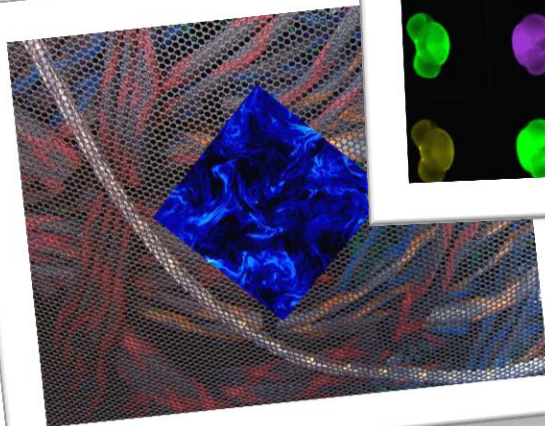
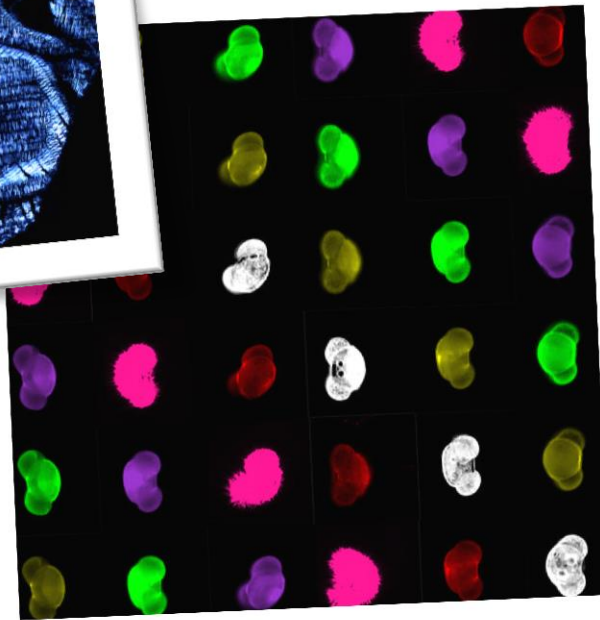
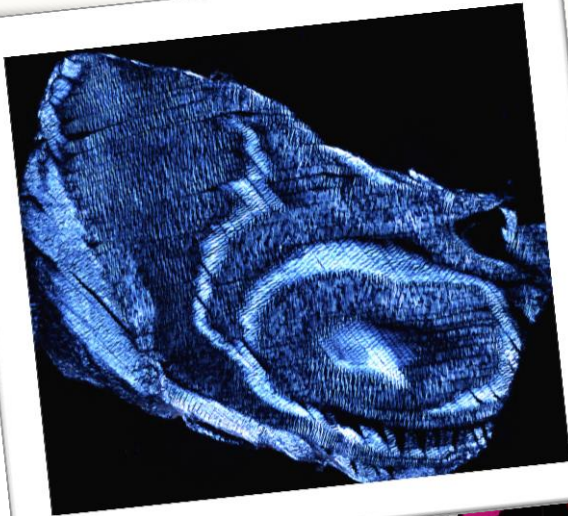
downloads of the most popular dataset



1800+

people have attended Open Data sessions since January 2015.

info@data.cam.ac.uk[@CamOpenData](https://twitter.com/CamOpenData)www.data.cam.ac.uk





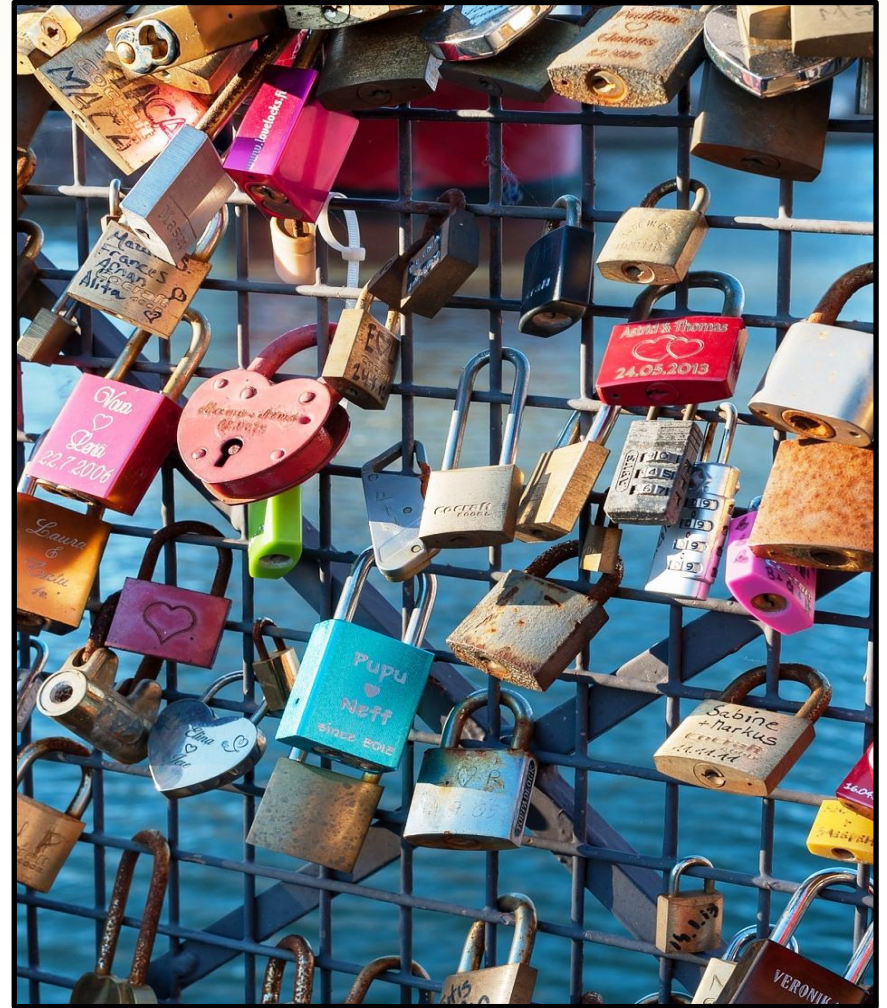


It's a GOOD thing!

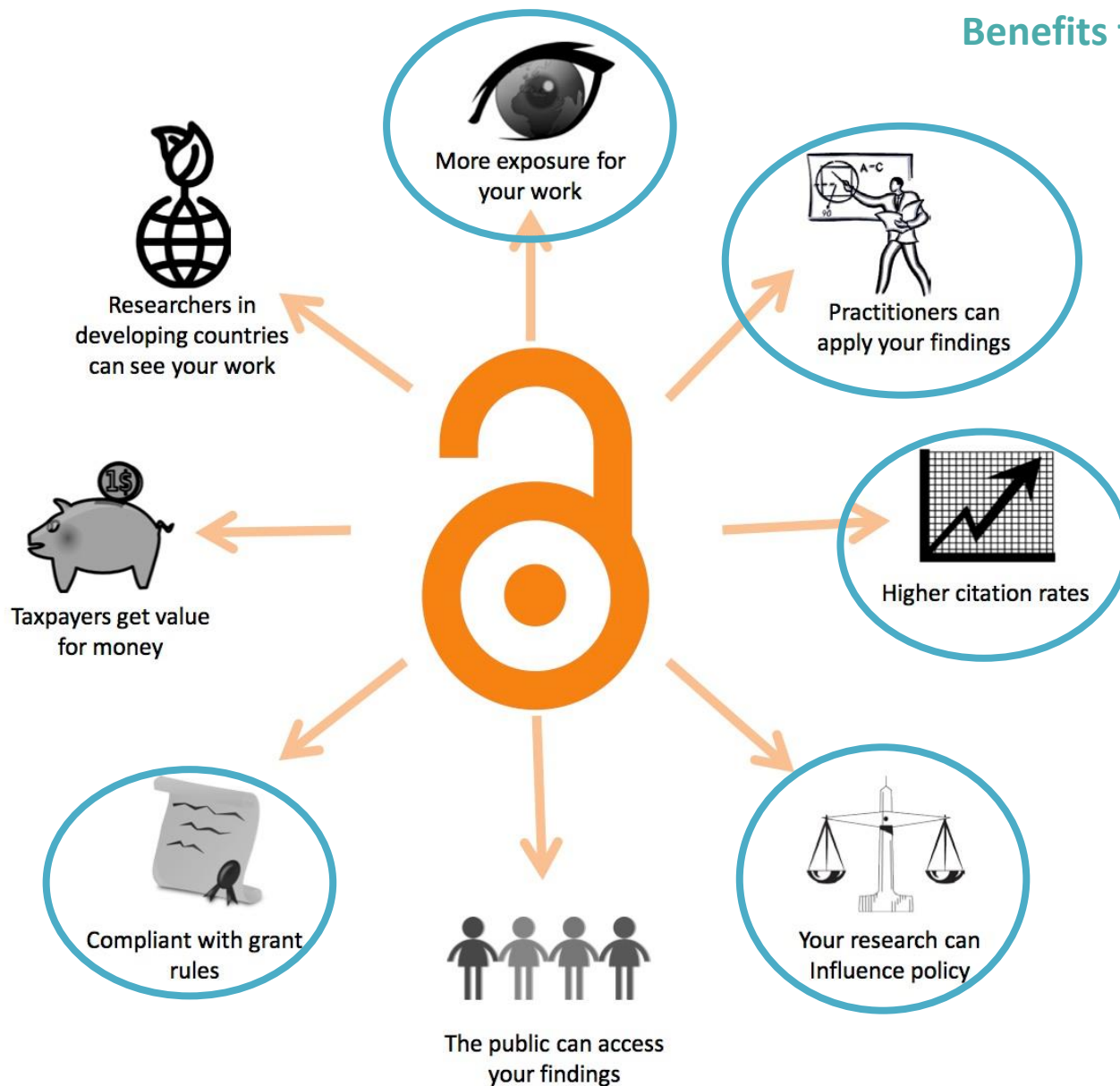
Helps to advance knowledge

Science relies on the principle that we share our findings

Fundamental to being a good academic



Benefits for you



Benefits for others







Remember that simple methods
may be the most effective



Think about copyright



Don't be afraid to try something
new

I Can Just Use This, Right? : a Copyright Survival Guide for Librarians

3/5/17, 15:00-16:00 bit.ly/CopyrightSurvival2017



